

# SAS UK launches first UK CRM Development Award

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SAS UK partners with The Chartered Institute of Marketing for Professional Development Award in CRM

SAS, the market leader in analytical CRM and data warehousing, is working in partnership with the Chartered Institute of Marketing (CIM) to provide the first globally recognised CRM Professional Development Award. The Award aims to promote a wider understanding of the key concepts involved in Analytical CRM, helping to bridge the gap between marketing and IT communities.

The CRM Award is focused on topics including: defining a CRM strategy, developing intelligence about your customers and assessing the effects of your CRM strategy. Workshops, facilitated by leading CRM practitioners, will enhance and develop your skills prior to sitting a written examination, assessed and awarded by The Chartered Institute of Marketing.

"The Award is designed to acknowledge existing practitioner skills and develop their application within a CRM context. Holders of this award will be able to enhance business productivity by utilising their CRM skills and knowledge", said Heather Davison, Deputy Director of Education, The Chartered Institute of Marketing.

The Award demonstrates SAS' commitment to educating organisations and their staff, in the CRM techniques required to bring together data from every customer touch point to produce a comprehensive, 360-degree view.

"By showing our customers how to address the challenges of mergers and acquisitions, allowing organisations to integrate customer information quickly and to move aggressively to retain their customers, the CRM Award and its associated learning, will deliver true benefit to your company", said Stephanie Penning, SAS UK & Ireland Education Manager.

For further information on the CRM Award and an on-line booking form visit <http://www.sas.com/uk> or email [education@suk.sas.com](mailto:education@suk.sas.com)

The Chartered Institute of Marketing (CIM)

CIM is the world's leading professional marketing organisation with over 60,000 members around the globe.

Its primary aim is to provide members with the ability to apply acquired marketing knowledge in a working environment and is the only professional marketing organisation to hold a Royal Charter. The CRM Development Award qualification counts towards the CIM Chartered Marketeer status.

## About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 38,000 sites - including 99 of the top 100 businesses on the Fortune 500 - to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organisations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For 25 years, SAS has been giving customers around the world The Power to Know<sup>(tm)</sup>.

For further information, please contact the team at the SAS press office on:

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